

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

A4 No. 52430—Prime Steak—Reg. No. 92630—1 page 4/C—7 x 10 in.—Trade, 1973

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Printed in U.S.A.



everybody wins in the Parliament prime steak prize drive

June 4 through June 29*

Distributor Salesmen can earn points toward mouth-watering prime steak for selling and displaying Parliament during the Parliament Prime Steak Prize Drive. Every distributor salesman is eligible for Grand Prize Sweepstakes package of 40 gourmet steaks plus a Parliament picnic cooler.



Distributor Principals earn right along with their salesmen, with increased volume and profits plus a chance at matching Grand Prize Prime Steak packages!

Retailers gain added sales of the hottest 100mm hi-fi brand going, plus a chance to win one of 300 Parliament picnic coolers being given away!

*See your Philip Morris representative for full, exciting details



ANOTHER SALES-BUILDING PROGRAM FROM

Philip Morris USA

